

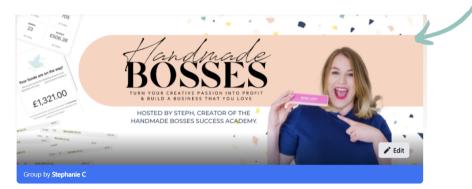
THE FIRST 4 WEEKS ON ETSY MINI COURSE



IT'S NOT TOO LATE TO GET SERIOUS ABOUT YOUR ETSY SHOP AND TURN IT INTO A THRIVING BUSINESS ON ETSY AND BEYOND

SSSSL

My Signature programme the Handmade Bosses Success academy, opens twice a year for enrolments...BUT you can get started with my Facebook group (search @handmadebosses) Or <u>click here</u>



And if you are SERIOUS about making your Etsy shop a handmade sales machine, You will definitely want to check out another FREE resource I have made for you

"My 3 step system to skyrocket your Etsy conversion rate masterclass" It's about 70 minutes long, and PACKED full of value for your next steps. Find it here:

handmadebosses.com/conversion

<u>Get your FREE place</u> <u>in the masterclass</u>





YOUR FIRST WEEK ON ETSY

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1. CREATIVE CONCEPTS

BRAINSTORM ALL OF THE THINGS YOU WANT TO, AND CAN MAKE. WRITE ANY NOTES HERE



2. PROTOTYPE CREATE A TEST VERSION OF THE PRODUCT YOU WANT TO MAKE. WRITE ANY NOTES HERE



3. FOCUS GROUPS

WRITE FEEDBACK FROM YOUR FOCUS GROUP, WHAT THEY SAID AND ANY PRODUCT IDEAS YOU HAVE GAINED FROM THIS



4. OPEN YOUR SHOP

SPEND 40 MINUTES MAX SETTING UP THE VERY BASICS OF YOUR SHOP. WRITE ANY NOTES HERE



5. 5-10 PLACEHOLDER LISTINGS

CREATE 5-10 PLACEHOLDER LISTINGS. PRACTICE & GET USED TO LISTING AN ITEM. WRITE ANY NOTES HERE



6. CLARIFY YOUR TARGET MARKET

JOT DOWN WHO YOUR TARGET MARKET IS **NOT**. WHO WILL YOUR PRODUCTS REPEL? WRITE ANY NOTES HERE



YOUR SECOND WEEK ON ETSY

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1.TARGET MARKET

THINK ABOUT THEIR JOBS, AGE, SEX, WHO THEY ARE, THE TYPE OF PERSON THAT ARE, DO THEY HAVE KIDS, ARE THEY MARRIED, WORK FULL TIME/ PART TIME, WHERE DO THEY LIVE? WRITE ANY NOTES HERE



2. WHERE ARE THEY?

WHERE DO THEY HANG OUT ONLINE? FIND FACEBOOK GROUPS, AND JOIN THEM WRITE ANY NOTES HERE



3. POST IN GROUPS

USING THE FACEBOOK GROUPS NOTED ABOVE, WHAT QUESTIONS CAN YOU ASK IN THERE THAT WILL HELP WITH SEO? THINK SEARCH TERMS, COLOURS, OTHER FEEDBACK ETC. WRITE ANY NOTES HERE



4. FREE TOOLS

SIGN UP FOR THE FREE TOOLS MENTIONED, AND HAVE A PLAY AROUND WITH THEM. WRITE ANY NOTES HERE



5.2 REASONS TO BUY

THINK ABOUT OCCASIONS, A GIFTING REASON, OR A SPECIFIC USE. WHY MIGHT THEY BUY YOUR ITEM? WRITE ANY NOTES HERE



YOUR THIRD WEEK ON ETSY

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1 . S T A T S

CHECK YOUR PLACEHOLDER LISTINGS - ARE THERE ANY KEYWORDS THAT ARE PERFORMING WELL FOR YOU? WRITE ANY NOTES HERE



2. MAKE COPIES

COPY YOUR LISTINGS AND USE THE KEYWORDS LISTED ABOVE, AND THOSE FROM THE FACEBOOK GROUPS YOU ASKED IN. WRITE ANY NOTES HERE



3. BRAND RESEARCH

LOOK AT COMPETITORS AND MAKE NOTE OF ANYTHING THAT YOU LIKE OR DON'T LIKE. WRITE ANY NOTES HERE



4. BRAND TOUCH POINTS

JOT DOWN YOUR BRAND TOUCH POINTS, AND START TO SKETCH OUT IDEAS AND COLOURS THAT YOU HAVE IN MIND. WRITE ANY NOTES HERE



5. PRODUCT IMAGES

MAKE NOTES OF PROPS YOU NEED, AND ANY IDEAS FOR PHOTOS YOU HAVE. POST YOUR PHOTOS IN THE FACEBOOK GROUPS FROM EARLIER, AND ASK FOR FEEDBACK. WRITE ANY NOTES HERE



YOUR FOURTH WEEK ON ETSY

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1 . B R A N D = D O N E

DOUBLE CHECK YOU'RE HAPPY WITH YOUR BRANDING, AND YOU HAVE COMPLETED YOUR TOUCH POINTS AND UPLOADED THEM WHERE NEEDED. WRITE ANY NOTES HERE



2. CONVERSION RATE

WORK OUT YOUR CONVERSION RATE. HEAD TO THE MASTERCLASS - <u>WWW.HANDMADEBOSSES.COM/CONVERSION</u> AND MAKE ANY NOTES HERE.



3. MARKETING

PICK ONE SOCIAL MEDIA PLATFORM, AND MASTER IT. WRITE ANY NOTES HERE



4. SOCIAL MEDIA

NOW YOU'VE PICKED YOUR PLATFORM, CREATE YOUR CONTENT BUCKETS & IDEAS. WRITE ANY NOTES HERE



5. SCHEDULE

SIGN UP TO THE FREE SCHEDULING TOOL CALLED LATER, AND HAVE A GO AT SCHEDULING SOME POSTS. GET TO KNOW HOW THE TOOL WORKS. WRITE ANY NOTES HERE



6. MONITOR YOUR CONVERSION RATE

AFTER EACH WEEK, WRITE DOWN WHAT YOUR CONVERSION RATE IS FOR THE PREVIOUS WEEK, AND ANY CHANGES THAT YOU MADE IN THAT WEEK. MAKE NOTES OF WHAT IS DOING WELL, AND WHAT ISN'T. WRITE ANY NOTES HERE



7. NEXT STEPS

HERE'S WHERE TO GO FROM HERE.

• THE MASTERCLASS -THE 3 STEP SYSTEM TO SKYROCKET YOUR ETSY CONVERSION RATE

CLICK HERE

• 30 DAYS -30 DAYS TO A KICK BUTT ETSY SHOP LAUNCH PLAN

CLICK HERE

• THE FACEBOOK GROUP -FOR SUPPORT AND DAILY MOTIVATION

CLICK HERE

• OUR INSTAGRAM PAGE -FOR LOTS OF TIPS AND BEHIND THE SCENES LOOKS

CLICK HERE

• THE YOUTUBE CHANNEL -FOR TONS OF VIDEOS & ACTIONABLE ADVICE

CLICK HERE

• THE HANDMADE BOSSES SUCCESS ACADEMY -THE ONLY COURSE YOU'LL EVER NEED FOR YOUR BUSINESS

CLICK HERE